



GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE



AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Schedule Title: Advertising and Integrated Marketing Solutions (AIMS) FSC Group
541, Part 1

FSC Class: 541

Contract Number:

GS-07F-0406T

541-1	Advertising Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

Contract Period: June 1, 2007 - May 31, 2017

Elevation Ltd.

1027 33rd Street NW, Suite #260
Washington, DC 20007

www.elevation-us.com

Contract Administrator

James Learned

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Business Size: Small Business

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is:
<http://www.gsaadvantage.gov>

CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s)

Contract # GS-07F-0406T

SIN	SIN DESCRIPTION
541-1	Advertising Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

1b. Lowest Price for each SIN: See Attachment 1

1c. Labor Category Descriptions: See Attachment 1

2. Maximum Order: \$ 1,000,000

3. Minimum Order: \$100

4. Geographic Coverage: Domestic 50 States, Washington DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point of Production: Elevation, Ltd.
1027 33rd Street, NW, Suite #260
Washington, DC 20007

6. Basic Discount: 4.5%, Included in Net Government Rate in Attachment 1

7. Quantity Discounts: 1% Over \$750,000 (Applies to SINs 541-1 & 541-5)

8. Prompt Payment Terms: Net 30

9a. Government purchase cards are accepted at or below the micro-purchase threshold: Yes

9b. Government purchase cards are accepted above the micro-purchase threshold: Yes

10. Foreign Items: None

11a. Time of Delivery: As stated on Agency task order

11b. Expedited Delivery: N/A

11c. Overnight and 2-Day Delivery: N/A

11d. Urgent Delivery: Agencies can contact the Contractor's Representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. F.O.B Point(s): Destination

13. Ordering Address: Same as contractor

14. Payment Address: Same as contractor

15. **Warranty Provision:** N/A
16. **Export Packaging Charges:** Not Applicable
17. **Terms and Conditions of Government Purchase Card Acceptance:** Contractor will accept Government Purchase Card for orders of \$2,500 or less. Contact contractor for acceptance of larger orders.
18. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A
19. **Terms and Conditions of Installation:** N/A
20. **Terms and Conditions of Repair Parts:** N/A
- 20a. **Terms and Conditions of any other Services:** N/A
21. **Service and Distribution Points:** N/A
22. **Participating Dealers:** N/A
23. **Preventative Maintenance:** N/A
- 24a. **Environmental Attributes:** N/A
- 24b. **Section 508 Compliance for EIT:** N/A
25. **Data Universal Numbering System (DUNS):** 144184392
26. **Notification regarding registration in Central Contractor Registration (CCR) database:**
Active in CCR.

Attachment 1



U.S. General Services Administration

Contract Number: GS-07F-0406T

Awarded Contract Price List:

541-1	Advertising Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

The following Labor Categories and Firm-Fixed price hourly rates (including IFF) apply for All SINS:

Labor Category	Rate	Description
Senior Partner/Program Director	\$324.36	Direct and Manage
Senior Vice President	\$286.20	Direct and Manage
Creative Director	\$270.31	Direct and Manage
Account Director	\$270.33	Direct and Manage
Director of Strategic Planning	\$243.27	Direct and Manage
Agency Director/Agency Producer	\$243.27	Coordinate Creative Production
Research Director	\$243.28	Direct and Manage
Director Public Relations	\$189.22	Direct and Manage
Senior Account Executive	\$189.22	Direct and Manage
Account Executive	\$135.15	Account Support, Project Management
Junior Account Executive	\$102.73	Account Support, Project Management
Senior Account/Project Coordinator	\$162.19	Direct and Manage
Account/Project Coordinator	\$108.12	Account and Project Support
Senior Art Director	\$162.18	Direct and Manage
Art Director	\$108.12	Design, Layout, Project Production Mgmt
Senior Graphic Designer	\$135.15	Design, Layout
Graphic Designer	\$102.72	Design, Layout
Senior Copywriter	\$162.18	Copy Concept, Writing, Editing, Translation
Copywriter	\$108.12	Writing, Editing, Translation
Director Media Planning	\$189.22	Direct and Manage
Media Production/Traffic Manager	\$135.15	Media Traffic and Production Coordination
Media Planner/Buyer	\$108.12	Media Coordination, Planning, Scheduling
Grass Roots Project Director	\$135.15	Direct and Manage Logistics

Labor Category	Rate	Description
Senior Web Designer/Developer	\$162.18	Web Design, Technology Implementation, Programming
Web Programmer	\$102.72	Digital Programming, Web Metrics, Online Marketing
Director of Finance	\$189.22	Direct and Manage
Financial Administrator	\$102.72	Project Cost Management

541-1000, Other Direct Costs (ODC's)

Item	Cost
Television Production: 2-Day Shoot (Excluding Post-Production Editorial and Graphics)	\$309,691.69
Television Post-Production: Editorial	\$39,319.00
Television Post-Production: Graphics/Visual Effects	\$11,080.66
Television Sound: Casting, Record, Mix, and Edit (Excluding Talent)	\$13,148.61
Original Music Composition	\$12,090.00
TV Production - One :30 Second Spot	\$81,708.00
TV Production - One :60 Second Spot	\$130,975.00
Radio Production - One :30 Second Spot	\$9,068.00
Radio Production - One :60 Second Spot	\$18,135.00
Digital Media Production	\$8,516.88
Spanish Language TV Media - Per 30 Second Spot, Major Market Campaign	\$2,826.00
Spanish Language TV Media - Per 60 Second Spot, Major Market Campaign	\$3,426.00
English Language TV Media - Per 30 Second Spot, National Broadcast Campaign	\$42,221.66
English Language TV Media - Per 30 Second Spot, Network Campaign	\$29,824.08
English Language TV Media - Per 30 Second Spot, National Cable Campaign	\$21,547.61
English Language TV Media - Per 30 Second Spot, Major Market Campaign	\$9,420.65
French Language TV Media - Per 30 Second Spot, Major Market Campaign	\$5,388.61
Spanish Language Radio Media - One Week Campaign in Major Market	\$52,390.00
English Language Radio Media - Per 60 Second Spot, National Radio Campaign	\$3,811.08

Item	Cost
Spanish Language Print Media - Newspaper Ad, Full Page, Black/White, Single Insertion	\$10,075.00
Spanish Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion	\$15,112.00
English Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion	\$82,056.42
English Language Print Media - Newspaper Ad, Full Page, 3 Colors and Black, Single Insertion	\$35,229.78
French Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion	\$15,312.93
Out of Home Media - Metro Area Billboard, One Month Run	\$25,188.00
Out of Home Media - Rural Area Billboard, One Month Run	\$5,038.00
Out of Home Media - Metro Area Bus Shelter, One Month Run	\$25,188.00
Digital Media Buy	\$118,014.45
Outside Consultants & Specialists (Per Project)	\$20,906.00
Research - Focus Groups (Per Project)	\$30,225.00
Research - Quantitative/Qualitative (Per Project)	\$84,821.00

Elevation Ltd. Profile



Background and Experience

Founded in 2001, Elevation, Ltd., has steadily earned its way to becoming an internationally recognized multi-cultural advertising agency serving a unique balance of private and public sector partners, including: NBC/Universal, Canon, Toyota, Penske, Bloomberg LP, Department of Homeland Security, American Lung Association, Department of Health and Human Services, Maryland Jockey Club, and more. Driven by a strategic and creative belief that “good communications is global,” the agency currently oversees campaigns throughout the Western Hemisphere in multiple languages. Elevation maintains its home office in Washington, DC, with satellite offices in New York.

Elevation’s founding partners bring a combined experience of well over 50 years in developing and implementing advertising and marketing solutions for Fortune 500 companies, political candidates, government agencies, and businesses servicing local, regional, national, and international markets. Elevation’s staff is a group of uniquely qualified advertising and marketing professionals who come from both the agency and client side of the business and are committed to providing the best level of service, creative work, and dedication to each project the agency is hired to do.

Our Capabilities

- Integrated Multi-cultural Marketing Communications
- Creative Concept Development
- Strategic Communications Planning
- Advertising and Brand Development
- Quantitative and Qualitative Research and Analysis
- Web Strategy, Design and Online Marketing
- Public Relations Strategies and Implementation
- Graphic Design
- Media Planning, Negotiation, Purchasing and Analysis
- Grass Roots Initiatives
- Broadcast Production
- Print and Collateral Materials Production

Our Approach

Elevation’s operating model is designed to assure that each client and project receives the best possible results not just in terms of the creative work that is delivered but also in the level of service and attention provided by both the agency’s staff and its senior partners. The objective of the agency’s management team is to limit the number of layers between the client and the professional staff members who are directly responsible for the timely and successful completion of each assignment.

Client List

- Department of Homeland Security
- U.S. Customs and Border Protection
- U.S. Office of Border Patrol
- Department of Health and Human Services



Client List (continued)

- American Lung Association
- Virginia State Lottery
- Natural Resources Defense Council (NRDC)
- Laborers International Union of North America (LIUNA)
- The Ad Council
- The Maryland Jockey Club
- Stronach Entertainment Group
- Gulfstream Park and Casino
- NBC Universal
- Canon
- Toyota
- Global Tax
- Penske Truck Rental
- Excel Communications
- Comcast Cable
- Inter-American Development Bank (IDB)
- Michael Bloomberg for Mayor (Bloomberg LP)
- NDN (New Democrat Network)
- Obama for America
- Service Employees International Union (SEIU)